

INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>				Docket Number (Optional) WD2-98	Application Number Not Yet Assigned			
				Applicant(s) Jay S. WALKER et al.				
				Filing Date Not Yet Assigned	Group Art Unit Not Yet Assigned			
U.S. PATENT DOCUMENTS								
*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
9AR	A.	4,603,232	07/29/86	KURLAND ET AL.				
9AR	B.	4,752,675	06/21/88	ZETMEIR				
9AR	C.	5,634,101	05/27/97	BLAU				
9AR	D.	5,682,429	10/28/97	CORDERY ET AL.				
9AR	E.	5,793,972	08/11/98	SHANE				
9AR	F.	5,794,210	08/11/98	GOLDHABER				
9AR	G.	5,805,810	09/08/98	MAXWELL				
FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
9AR	H.	WO 97/23838	07/03/97	PCT			YES	NO
9AR	I.	WO 97/24678	07/10/97	PCT				
OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>								
9AR	J.	Jane Hodges, "HOLDING E-MAIL ACCOUNTABLE", (http://www.acxiom.com), Copyright Date January/February 1997.						
9AR	K.	Ken Magill, "DMI ROLLS OUT ACXIOM PREFERRED MAIL", (http://www.acxiom), Copyright Date October 13, 1997.						
EXAMINER <i>Jean A. Ry</i>				DATE CONSIDERED 11/6/01				

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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INITIAL

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>JAR</i>	L.	"ACXIOM PREFERRED MAIL GENERATES DRAMATIC INCREASE IN DIRECT MARKETING RESPONSE RATES", (http://web.lexis-nexis.com), Copyright Date October 6, 1997.
<i>JAR</i>	M.	"ARE CONSUMERS, BUSINESSES READY FOR E-MAIL MARKETING?", (http://www.acxiom.com) Copyright Date November 1997.
<i>JAR</i>	N.	"ACXIOM/DIRECT MEDIA, INC. OFFERS COMPLETE SOLUTION FOR INTERNET DIRECT MARKETERS; COMPANY PROVIDES "ONE-STOP-SHOPPING" FOR INTERNET DM CAMPAIGN MANAGEMENT", (http://web.lexis-nexis.com) Copyright Date May 11, 1998.
<i>JAR</i>	O.	"POSTAL PRODUCTS", (http://www.acxiom.com) Download Date November 30, 1998.
<i>JAR</i>	P.	"MERGE PURGE SERVICES", (http://www.acxiom.com) Download Date November 30, 1998.
<i>JAR</i>	Q.	"NATIONWIDE DATA SERVICES", (http://www.acxiom.com) Download Date February 25, 1999.
<i>JAR</i>	R.	"AAA BEST MAILING LISTS", (http://www.bestmailing.com) Download Date February 25, 1999.

EXAMINER

Jay S. Walker

DATE CONSIDERED

11/01/01

*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE STATEMENT
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A circular stamp from the Office of Intellectual Property (O.I.P.E.). The outer ring contains the acronym "OIPE" at the top and "J.C. 5035" at the bottom. The center of the stamp contains the date "MAY 21 1999" and the word "DATE". Below the date, it says "BER PATENT & TRADEMARK OFFICE".

Docket Number (Optional)

WD2-98-

Application Number

09/267,489

#5

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO

OTHER DOCUMENTS (*Including Author, Title, Date, Pertinent Pages, Etc.*)

9A12	A.	<p>"PRO CD TAKES PRIDE IN 1996 ACCOMPLISHMENTS; ANTICIPATES FUTURE GROWTH; ACQUISITION BY ACXIOM (R) AND THIRD PARTY ENDORSEMENTS ENRICH BRAND," PR Newswire, Financial News Section, December 30, 1996.</p>

EXAMINER

R J. A. R.

DATE CONSIDERED

11/01/01

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